

US Army Accessions Support Brigade

“Connecting America’s People with America’s Army”



ARMY STRONG.®

Colonel Fred Johnson



Accessions Support Brigade

Connecting America's People With America's Army



MISSION SUPPORT BATTALION

Fort Knox, Kentucky



ARMY MARKSMANSHIP UNIT

Fort Benning, Georgia



ARMY PARACHUTE TEAM

Fort Bragg, North Carolina



Mission

The Accessions Support Brigade supports USAREC, USACC, and USAR by maximizing leads and positive Army impressions to ensure the U.S. Army accomplishes its enlisted, warrant officer, and officer recruiting mission.

METL

- **Provide relevant and responsive support to USAAC, USAREC, USACC, and the Rest of the Army**
- **Command and Control ASB Assets**
 - **Sustain the Force, materiel sustainment/upgrade and competitions**

Accessions Support Brigade



Connecting America's People to America's Army



ASB Organization

Brigade

BDE HQs

2010 TDA

2010 TDA

13

OFF 3

OFF 6

W/O 0

183

ENL 4

W/O 87

CIV 17

ENL 289

Total 24

Cont 6

CIV

Tota

I

ASB

Fort Knox

**Mission Support
Battalion**

(19 Mobile / 4 Fixed Assets)
(1 Govt Owned, Contractor
Operated Facility)

Fort Knox

**US Army
Marksmanship Unit**

(6 Comp Teams /
Custom Firearms Shop)

Fort Benning

**US Army
Parachute Team**

(2 Demo / 2
Comp /
1 Tandem Teams)
(5 Fixed Wing
Aircraft)

Fort Bragg

Virtual Army Experience Accessions Distribution Center Managed Unit Product Account Drill Sergeant Program

Accessions Support Brigade

Mission Support Battalion

- Conducts mobile and fixed exhibits in support of Army Accessions
- Manufactures specialized marketing products

Army Parachute Team - Golden Knights

- Conducts demonstration and tandem jumps to promote the Army
- Competes in parachuting competition at national and international level
- Conducts military free fall training, parachuting research, and development

Army Marksmanship Unit

- Conducts demonstrations, exhibitions, and competitions to promote the Army
- Provides advanced marksmanship shooting instruction to the force
- Conducts equipment research and development
- Competes in marksmanship competitions at the national and international level to include the Olympics





Drill Sergeant Exhibitor Program



- **Active Basic Training Drill Sergeants selected for six month tour of duty. TDY paid by USAAC. Soldiers travel from home station to events.**

- Specifically selected as positive role models and are prepared to:

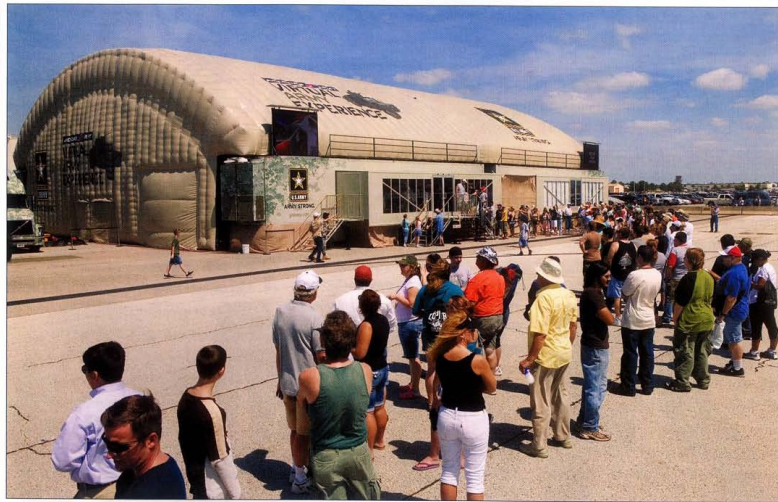
- Tell their Army Story, relate Army Values to today's youth, and discuss how the values apply to everyday life and a successful career.
- Stress the benefits of education and discuss the importance of setting and reaching goals.
- Conduct physical education classes where students can experience Army physical training.
- Give a personal "hands on" glimpse of Basic Training. Discuss benefits of military service.
- Provide team building activities; including challenge events, designed to motivate, illustrate the importance team work and enhance self esteem.
- Engage students on the topic of leadership.
- Participate in media events; interact with event sponsors.
- Available for and have supported conventions and events such as Planning for Life, Future Farmers of America, Skills USA, All American Bowl, ROTC and JROTC events, NASCAR, NHRA, air and auto shows, and have conducted various high school events to include classroom presentations, physical training, pep rallies

- Testimonials:

- "Educators valued the attendance of DS (name removed), and had the opportunity to meet a real Drill Sergeant. 12 faculty requested we come back for the next teacher-inservice to give a class on M2S. Principal was THRILLED and appreciative for our attendance and everyone shared great fellowship over subs, fried chicken and DS (name removed)!" – BN ESS; Marcos De Niza HS, Tempe, AZ
- "DS (name removed) adapted his presentation for the various ages in the audience and used a disruptive student to illustrate the importance of respect. The teacher was impressed." Recruiter, Milwaukee Rctg Bn
- "DS (name removed) did a great job. He is welcome in my AO at anytime . . . He was the highlight of my Future Soldier function!" Company Cdr, Nashville Rctg Bn
- "Even students against the military loved the presentation and put on surveys that they were impressed by the information DS (name removed) provided."



The Virtual Army Experience



"It gives you an idea of what is going on over there. You get an understanding of what our soldiers are doing."
- Muskogee Phoenix, October 29, 2007

"Kind of makes me want to join the Army. I kinda' liked it. It makes me think of how people over in Iraq are doing. I have more appreciation for them people."
- WTVY News 4 (CBS), March 23, 2007

Marketing Assets

Accessions Support Brigade

MSBn

IS x 4

AS x 5

AMT x 2

MEV x 6

NHRA x 2
personnel

NSC x 2

NCD Systems
x 8

NCD
Exhibitors x 5

OCC Chopper
x 1

AMU

Service Rifle

International
Rifle

Service Pistol

International
Pistol

Shotgun

Action
Shooting

Olympians

APT

Demo Team x
2

Tandem Team
x 1

Comp Team x
2

HQ

Accessions
Distribution
Center

Managed
Unit Program
Account

Drill
Sergeant
Mobile
Exhibitor
Program

G-7 Momentum

SIA Alpha SIA Bravo SIA Charlie SIA Delta

Robotics

Physical
Fitness

Guitar
Hero

Aviation
Rockwall

Leadership

Defender

Javelin Sim

Dog Tags

Robotics

Physical
Fitness

Guitar
Hero

Aviation
Rockwall

Defender

Leadership

TOWS-ITAS
Sim

Dog Tags

Robotics

Physical
Fitness

Guitar
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Defender

Javelin
Sim

Dog Tags

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Fitness

Guitar
Hero

Aviation
Defender

Rockwall

Leadership

TOWS-ITAS

Dog Tags

AAB

Showcars

NASCAR

Showcar

NHRA

Dragster

Carol H.
Williams

HBCU
Classics

BHM Exhibit

Weber
Shandwick

Planning
for Life

Casanova
Pendrill

HCM

Other Army Units/Assets

Army Senior Leadership

McCann / Erickson

SF Team ICW SOF Semi

Future Soldiers

ROTC ROOs/Cadets

USMA Sports/Cadets

USAREC HRAP/SRAP

Agency Sports Figures

TAIR - AR/ARNG

AMEDD SME

Veterans Organizations

Silver Wings

101st ABN Parachute Team

Black Daggers

ANG Assets

The Virtual Army Experience

VAE Alpha

4 GMV
HMMWVs

2 CROWS
HMMWVs

2 UH-60
Blackhawk
s

AA Game
LAN & X-
Box 360

VAE Echo

2 HMMWVs
with 3
CROWS &
1 TOW-

VAE Bravo

2 HMMWVs

1 UH-60
Blackhawk
s

AA Game
LAN & X-
Box 360

VAE Apache

AH-64D
Apache
Longbow
with Pilot
and
Gunner
Positions

VAE Charlie

2 HMMWVs

1 UH-60
Blackhawk
s

AA Game
LAN & X-
Box 360

Challenge

AA Game
LAN & X-
Box 360

Packbot
EOD Robot

Branded

VAE Delta

1 GMV
HMMWVs

AA Game
LAN & X-
Box 360

AA Arcade
Game

Branded
H2

VAE Foxtrot

2 HMMWVs
with 3
CROWS &
1 TOW-
ITAS

USAREC

H3 x 96

RCW x 97

SORB

PaYS

CW Singer - SFC

Buckley

OCPA / ABG

MDW Assets

Army Field Band

Jazz Ambassadors

TRADOC Band

WCAP

82nd Chorus

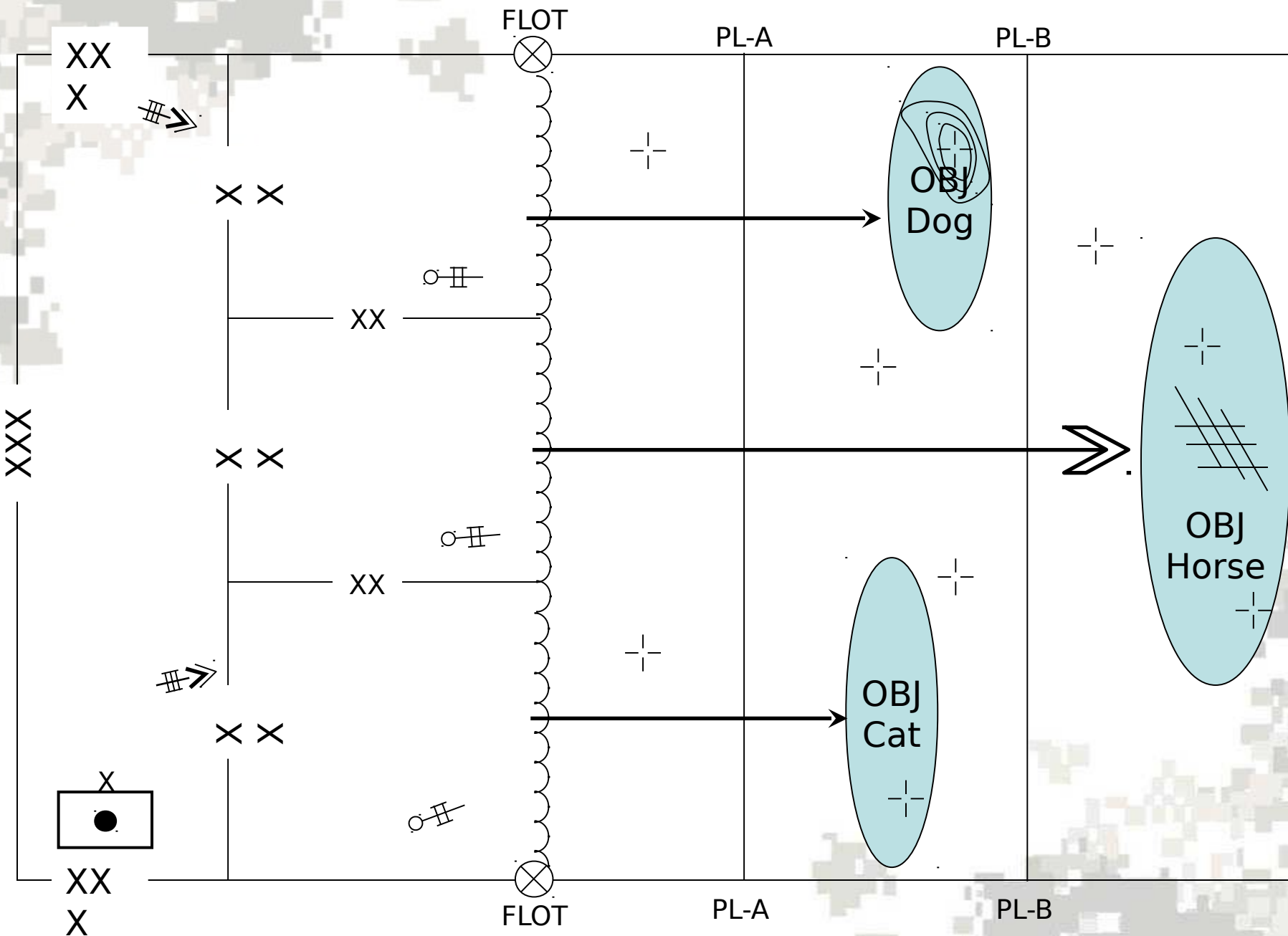
Army Avn Demo Teams

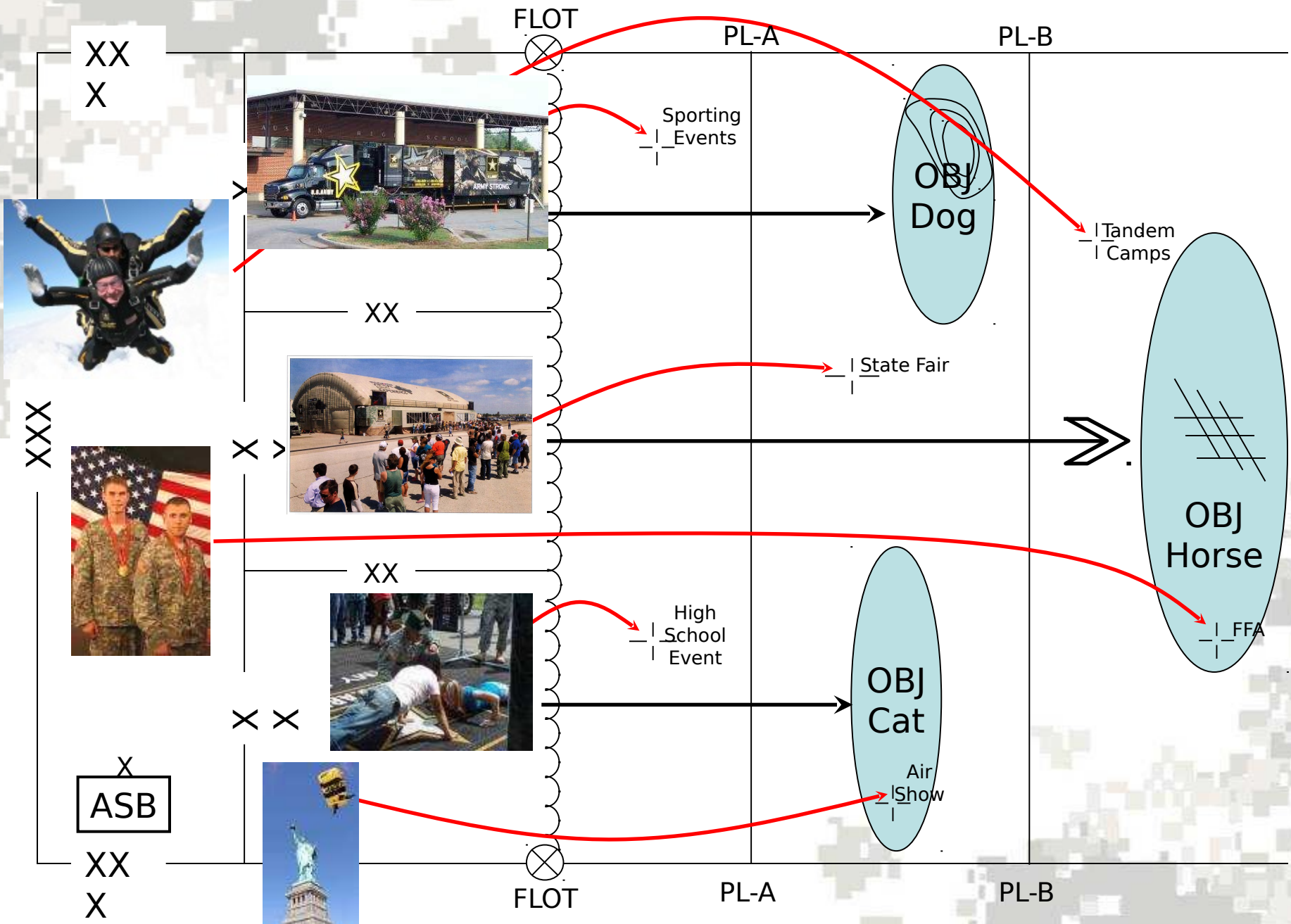
Soldier Show

Culinary Arts Team

Installation Vans

AR Bands..





Managed Unit Product Account (MUPA)

ARMY ROTC SCHOLARSHIPS



ARMY ROTC SCHOLARSHIPS
 ROTC offers a unique blend of scholarship and military training. ROTC students receive a full scholarship to cover tuition, room and board, and books. ROTC students also receive a stipend for living expenses. ROTC students are trained to become leaders and are eligible for commissioning as officers in the U.S. Army.

Living Expenses
 ROTC students receive a stipend for living expenses. The stipend is based on the student's grade and is paid monthly. The stipend is used to cover room and board, and other living expenses.

Scholarship Value
 ROTC students receive a full scholarship to cover tuition, room and board, and books. ROTC students also receive a stipend for living expenses. ROTC students are trained to become leaders and are eligible for commissioning as officers in the U.S. Army.

ARMY ROTC.COM

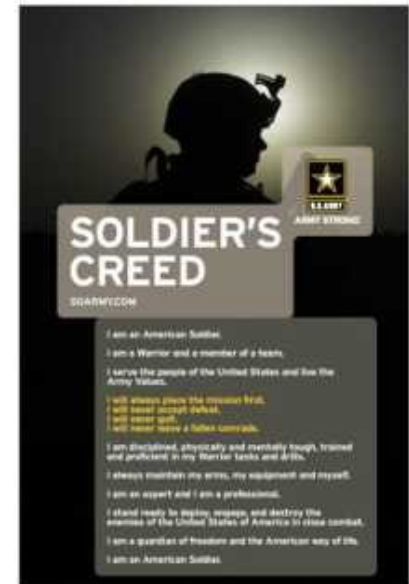
U.S. ARMY **ARMY ROTC**



U.S. ARMY **ARMY STRONG**

WARRIOR ETHOS
 I WILL NEVER QUIT.

GOARMY.COM



SOLDIER'S CREED
 GOARMY.COM

- 1. I am an American Soldier.
- 2. I am a Warrior and a member of a team.
- 3. I serve the people of the United States and live the Army Values.
- 4. I will always prove the military Oath.
- 5. I will never accept defeat.
- 6. I will never quit.
- 7. I will never leave a fallen comrade.
- 8. I am disciplined, physically and mentally tough, trained and proficient in my warrior tasks and drills.
- 9. I always maintain my arms, my equipment and myself.
- 10. I am an expert and I am a professional.
- 11. I stand ready to defend, protect, and destroy the enemies of the United States of America in close combat.
- 12. I am a guardian of freedom and the American way of life.
- 13. I am an American Soldier.



U.S. ARMY **ARMY STRONG**

WARRIOR ETHOS
 I WILL NEVER ACCEPT DEFEAT.

GOARMY.COM



U.S. ARMY **ARMY STRONG**

WARRIOR ETHOS
 I WILL ALWAYS PLACE THE MISSION FIRST.

GOARMY.COM



U.S. ARMY **ARMY STRONG**

WARRIOR ETHOS
 I WILL NEVER LEAVE A FALLEN COMRADE.

GOARMY.COM

Accession Distribution Center

- Support USAREC, USACC, and OCAR through online Intranet ordering system for Recruiting Publicity Items (RPI), Personal Presentation Items (PPI), and Milestone Recognition Items (MRI)
- Stock over 570 items
- Process over 26,100 orders annually
- Support over 9,200 customers
- Process over 9,600 Future Soldier Kits to MEP States **Over 155,000**

**Over 155,000
boxes shipped
annually**



Awards

- **FY09: USAREC 8760**
- **USAAC 4977**
- **Ft. Jackson 720**
- **Items branded specifically for Units, Battalion, and Company level**



ASB - Overview Summary '09

MSBn

Special Purpose Facility

- **Cost: \$1,530,788.00**
- **Items Produced / Repaired:**
27,174

National Conventions Division

- **Events Supported: 94**
- **Cost: \$1,068,719.13**
- **Leads/Assists: 13,076**
- **Cost per Lead: \$81.73**

Mobile Exhibit Company

- **Events Supported:**
1,589
- **Cost:**
\$1,372,578.45

National Science Center

- **Cost per Lead:**
\$33.59
- **Elementary Schools: 84**
- **Middle Schools: 53**
- **High Schools: 24**
- **Cost: \$165,431.98**
- **Over 39K Students**

Drill Sergeant Exhibitor Program

- **301 Events**
 - **57 National Strategic**
 - **63 Regional / Local / Future Soldier**
 - **181 Events in High Schools**
- **\$257,468.76 (avg \$855.37 per Event)**
- **Multiple Live Radio / TV Interviews**
- **Increased ROI, Lead Generation for All Venues**
- **Enhances Recruiter Access in Local Schools**

ASB - Overview Summary '09 (co

AMU

93 Marksmanship Competitions within CONUS

Demonstrations/Clinics/Competition

- 11 Junior Clinics/Competitions
- 6 Open Clinics/Competitions
- 4 Future Soldier/Cadet

Demonstrations

- 1 All American Bowl
- 1 Army Strong Experience

8 Conventions/Expos/Shows/Fairs

TSDs

- 19 High School TSDs
- 4 College TSDs

11 COI Tours of AMU facilities

Media Exposure

- 4 Episodes on The Outdoor Channel's Shooting USA
- 6 Pro-tips mini-episodes on Shooting USA

APT

Demonstrations

- 68 Demonstrations
- 20 High School / University

TSDs

Tandem Camps

- 10 Tandem Camps
- 225 COIs

Competitions

- 14 Competitions
- World
 - 5 Silver Medals
 - 6 Bronze Medals
- National
 - 6 Gold Medals
 - 13 Silver Medals
 - 9 Bronze Medals

ROI

- 223M Impressions
- 558 Future Soldiers
- 9,070 Leads



QUESTIONS ?